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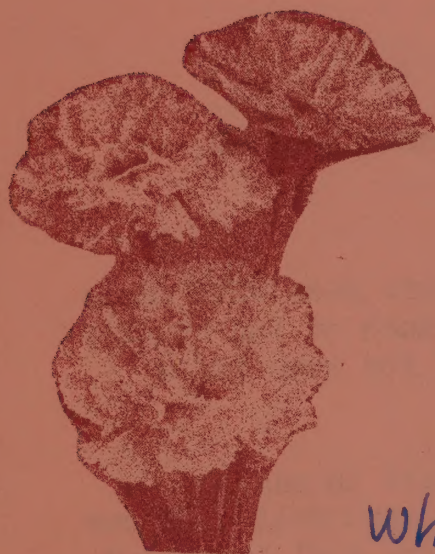
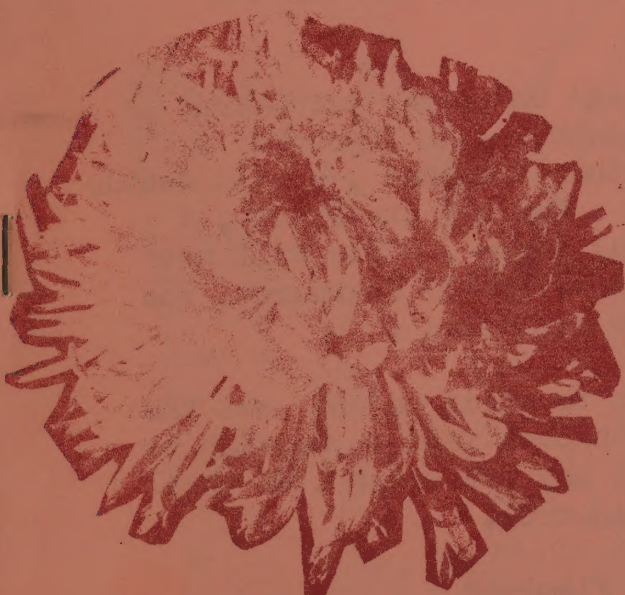
Modern Mums

HARDY PERENNIALS

1963

Spring Catalog

Wholesale Catalog

Hardy Carnation CORAL CHARM- a 1963 Fleming Introduction,
free blooming deep coral-pinkDianthus SWEETHEART- a 1963 Fleming Introduction
dbl. true pink with red eyesOutstanding 1962 Space Age Mum
STAR-TRAIL - Br. Yellow SpiderSTADIUM QUEEN (Uni. of Neb. '63)
red and gold 5-7" incurve !FLEMING'S FLOWER FIELDS

3100 LEIGHTON AVE. LINCOLN 3, NEBRASKA

Fleming's FLOWER FIELDS

Modern Mums

Hybridizers-Growers of Fine Perennials

3100 LEIGHTON AVENUE - LINCOLN, NEBRASKA

December 1 ,1962

Dear Friends ,

We are real thankful for a fine growing season this year with ample rainfall and a cooler than normal summer . Like much of the country we too had an earlier than usual blooming season for mums and a long frost and freeze free fall .

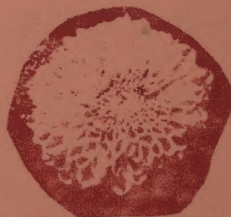
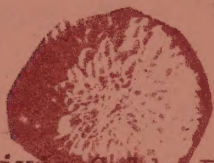
To try to keep well informed on the newest and best in mums we visit a number of the outstanding mum hybridists each fall . On our visit with Glenn Viehmeyer at North Platte we were real impressed with his new group of "Giant Football mums " rivaling the English and Harvest Giant groups . Glenn is introducing two of this fine group of incurves , Stadium Queen and Quarterback . Our new list of "modern mums " is highlighted with the beauties from Nebr. Uni. Lehman Gardens , Gilbert Becker , Bristol Nurseries and our own new introductions for '63 .

We are introducing two garden "pinks " and one hardy carnation chosen from our breeding program . One Dianthus , an improved Pink Pixie , is named Tinkerbelle . The other Dianthus , a rich double pink with red eye is called D. Sweetheart . Our new carnation , a rich double samon-pink , we've named Coral Charm . You will note we've enlarged our listing this year of those little charmers , the miniature roses, with a number of fine new varieties .

We extend to you a most cordial invitation to visit us and see the many new varieties in perennials spring through fall . We wish to thank you most sincerely for your interest and patronage . We shall continue to do our best to warrant this support .

Sincerely ,

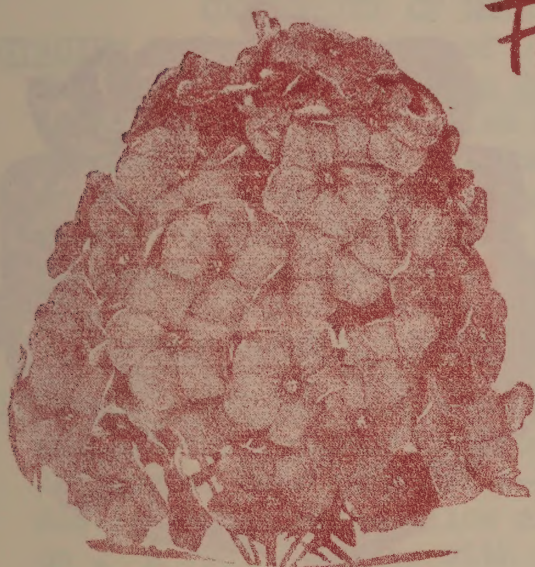
The Flemings



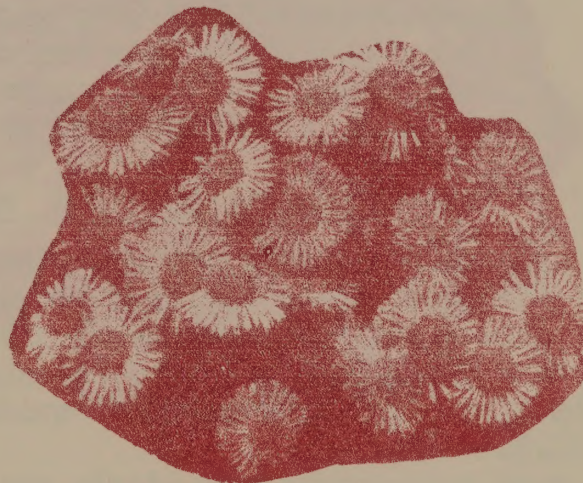
Mum Pixie Gold , Fleming 1962

Aristocrats

For Colorful Beds and Borders



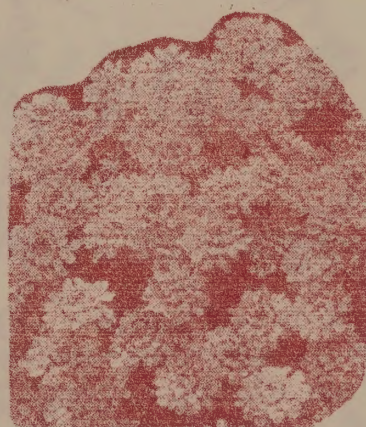
Phlox Dodo Hanbury Forbes (new)



An excellent dwarf Hardy Aster
ROSE SERENADE - (Marx.)
A bright rose pink.



Lythrum PINK SPIRES (Fleming 1962) a large pink variety.



Iberis Alexander's Early

Plant
Perennials for
Permanency

Something **NEW**



Mum - BRIGHT SONG (Griffith)
 $3\frac{1}{2}$ - $4\frac{1}{2}$ " Br. Primrose Yellow
 Excellent Early Sept dec.

Mum - CORONATION GOLD
 A Fleming 1963 Introduction.
 3 - $3\frac{1}{2}$ " old gold incurve.



Mum - QUEEN'S TASTE
 Bristol Nursery - 1963
 lge. soft pink dec.

Mum - SHIMMERS Lehman 1962
 lge. bright yellow
 Excellent cut flower

The University of Nebraska Mums

UNIVERSITY OF NEBR. 1963 FOOTBALL MUMS per 10 per 100
STADIUM QUEEN - Another of Glenn's fine group of "football giants"

The plant form on Stadium Queen and Quarterback are a big improvement on the English and Harvest Giant mums. Plants are strongly upright and yet bushy bearing many large flowers singly in huge incurves 5-6" across in rich red with glistening gold reverse. With age flowers incurve strongly into large balls revealing gold reverse. Blooms from mid Sept, on. 2.65 25.00

TWO BRISTOL NURSERIES 1963 MUM INTRODUCTIONS

PRIMROSE ANEMONE - An outstanding, unique anemone-flowered cushion mum created by Roderick Cumming. Strong cushions 10-14" high and 28" across bear numerous 2-2½" light primrose-yellow flowers with distinctive darker yellow crested centers. Blooms from early Sept. on. A real favorite with our visitors while on trial at our fields this past fall. 1.70 15.00

QUEEN'S TASTE - Graceful large, strong plants with attractive dark foliage 24-28" high. Large fully double decoratives 3½-4" across with pointed petals in soft pink with deeper tannish-pink centers. Flowers have a light green haze at centers. The long-lasting flowers mellow to soft creamy white. Mid Sept on. 1.70 15.00



NEW VARIETIES

New Fleming Carnation-Dianthus Introductions

Carnation CORAL CHARM (1963) The best salmon hardy carnation we grown. Perfectly formed extremely double bright salmon-pink carnations on strong 10" stems. Coral Charm blooms much

more freely during the summer than most hardy carnations 1.70 15.00

DIANTHUS SWEETHEART (Fleming '63) Attractive mounds of blue, grey green foliage 4" high and up to 12" across serve as a base from which arise numerous beautiful flowers. The double carnation-like blooms of a bright rose-pink with red centers are carried on stiff 6" stems. Blooms heavily in late spring. 1.70 15.00

DIANTHUS TINKERBELL (Fleming 1963) Another of our cute dwarf ever-blooming pinks. A splendid companion for the very popular Pink Pixie. Plants are compact mound 2-3" high bearing myriads of bright pink blooms continuously spring thru fall. 1.50 13.00

NEW INTRODUCTIONS

Something Different — Something New
You Will Like Them

Fleming's FLOWER FIELDS
Modern Mums

Mum Introductions

- | | heavy rooted cuttings | per 10 | per 100 |
|---------------------------------|--|--------|---------|
| <u>COPPER CARROUSEL</u> (1963) | A sturdy mound 10-14" high and up to 28" across covered with bright copper 2½-3" flowers . As the double flowers age petals reveal they are tubular with spoon tips . Copper color holds well into the season from early Sept. on | 1.60 | 15.00 |
| <u>CORONATION GOLD</u> (1963) | Neat upright plants with rich green foliage 20-24" high and 20" wide . Fully double decoratives 3" across in clusters in rich orange, old-gold tones . A fine cut flower starting Oct. 1st , very frost tolerant . | 1.60 | 15.00 |
| <u>FIREBALL</u> (1963) | A flowing mound of firey red balls , 2" flat poms. The fully double flowers are the colors of our variety <u>New Firebird</u> , a rich red with gold reverse . Mounds 10-12" high and up to 36" across glow with color from mid Sept late into fall. | 1.70 | 15.00 |
| <u>GINGERSNAP</u> (1963) | Snappy little mounds of amber tan poms with bright n gingery eyes . The colors could be compared to those found in <u>Streamlined</u> . Storn-proof cushion 10-12" high and 20" wide are aglow with color from mid Sept on . | 1.60 | 15.00 |
| <u>GOLDEN DOME</u> (1963) | A "king-sized " cushion 12-15" high and 28" across glows with rich golden-orange 2" double blooms in the autumn sunshine . A glowing dome of gold Sept. 20th on . | 1.65 | 15.00 |
| <u>WINSOME</u> (1963) | The first of our new group of anemone-flowered mums for cutting . Stately bushes 28" high bears many stems of sugary orchid-lavender blooms with puffy anemone centers . The fluffy 3" flowers borne in clusters bloom from Oct 5th on. | 1.65 | 15.00 |

The University of Nebraska Mums

UNIVERSITY OF NEBR. 1963

" FOOTBALL MUMS "

two new Viehneyer

giant-flowered mums

- QUARTERBACK -- A large bright rosy-pink fully double incurve 4-5" across borne on long strong stems for cutting . One of a group of large incurves with Bronze Giant in their parentage . Sturdy bushy plants which stand well in rough weather , 24-30" high and up to 30" across bloom from Sept. 20th on into late mum season . 2.65 25.00

Space Age Chrysanthemums

The "Space Age Mums" are a unique group of novel garden mums, early blooming hardy spider and quills created by Glenn Viehmeyer at the Uni. of Nebr. Experiment Station at North Platte, Neb. They are fine subjects for the garden or as unique potted mums.

Heavy Rooted Cuttings

Per 10 Per 100

Two 1963 Space Age Mum Introductions

MOON-FLITE - Sturdy bushy plants 15-20" high and up to 30" across.

Strong stems for cutting with clusters of $3\frac{1}{2}$ -5" fully double quills. The creamy white quills which deepen to primrose yellow at center are tipped with small spots. These long lasting flowers start in early Sept. (pictured inside the back cover) 2.65 25.00

SPACE * FLITE - Sturdy, wind-firm, bushes 18-24" high and up to 24" across with glossy foliage. Flowers of a rich blend of apricot amber and coppery tones are formed by tubular-quill petals. Large 5-7" double quill flowers on strong stems for cutting. As flowers age the incurved center petals open to show a green disk. 4

Space-Flite blooms from late Sept. on. 2.65 25.00

Four outstanding 1962 Space Age Mums

SPACE-MAN - A king-sized cushion growing 15" high and 24" across.

A mound entirely covered with starry bronze-red and tan toned 3" double quills. Blooms mid-Sept on, very frost tol. 1.70 15.00

STAR-LITE . Star-lite is truly a fine variety for border or a novel pot plant. Strong storm-proof plants 12-15" high and 24" across bearing numerous huge fully double, often 6", quills. These huge quills are deep ivory deepening toward the center to pale orange. Blooms from mid-Sept on. 1.70 15.00

STAR-FLITE - A neat upright, bushy plant 20" high and 22" wide.

Plants bear an abundance of strong stemmed clusters of fully double quill flowers with spoon tips. The individual flowers 3- $3\frac{1}{2}$ " across are a brilliant red-bronze. Blooms late Sept. 1.70 15.00

STAR-TRAIL - The best large early garden spider mum to date.

A sturdy variety which heavy wind and rain will not break down.

It starts blooming in August. Plant has growth habit in which the new growth will cover over old flowers and a new group of flowers will then cover over the old spent flowers. On these strong plants are borne numerous stems of huge spiders in brilliant yellow showing a small green disk as flower ages. Flowers are 5- $6\frac{1}{2}$ " across, a fine disbud subject. (Picture on covers) 1.70 15.00

The Best Uni of Nebraska Mums

THREE OF THE BEST 1961 SPACE AGE MUMS

- | | Heavy Rooted Cuttings | per 10 | per 100 |
|--|-----------------------|--------|---------|
| <u>APOGEE</u> - meaning "The most distant point of a satellite's orbit" | | | |
| A strong growing mound 24" high and 30" across. Flowers are of a rich lavender-purple, fully double and delightfully quilled are 3-5" across. Blooms from mid Sept. on. | | | |
| | | 1.40 | 12.50 |
| <u>ASTRANAUT</u> - A strong upright plant 24" high. Stiff textured fully double blooms up to 6" across in typical glowing fall colors of gold, orange and apricot. Petals are quilled with spoon tips. | | | |
| <u>Astronaut</u> has the best flower of this 1961 group and was the most popular with our visitors of this group. Quantity is limited so please order early. Blooms late Sept. on. | | | |
| | | 1.40 | 12.50 |
| <u>STARFALL</u> - A strong wind firm plant 30" high bears large bright red bronze flowers on long stems. A pleasing two toned fully double quill with spoon tips. The outer quills are tan while the spoons are bright red-bronze. Blooms mid Sept on. | | 1.40 | 12.50 |

FOUR FINE 1962 INTRODUCTIONS FROM THE LEHMAN GARDENS

- HAPPY BIRTH DAY - This new primrose-apricot beauty borne on fine strong plant gives an abundance of very good cut flowers. A favorite with arrangers. Plant 20" tall - Sept. 20th on. 1.30 12.00
- RUTH LEHMAN - One of the finest in large double decoratives in glistening white. Large buds of pearly pink open into pure white massive blooms with a unique swirled center. Blooms from late September on, excellent cut flower. 1.30 12.00
- SHIMMERS - Strong mounds 24-30" high. Shaggy firm textured 4-6" in bright lemon yellow resemble Ruby Breithaupt in form and size. Blooms from Oct. 1st on. 1.30 11.00
- YELLOW GIANT - An outstanding companion for another Lehman great mum Bronze Giant. Yellow Giant closely resembles Bronze Giant in plant form and flower size and form. Huge double shaggy blooms in rich yellow. Blooms up to 5" across. Blooms in early Sept. A real favorite and standout here with visitors. 1.40 12.00

A TRIO OF BECKER BEAUTIES - 1962 INTRODUCTIONS from Gilbert Becker Nursery of Climax Mich.

- ANDREW CUSHION - A strong plant 12-15" high and 24" wide. A dense mound of fully double 2½" blooms of soft strawberry, old rose-red tones. Very frost tolerant, blooms Sept 20th on. 1.40 12.00
- PINK FRAGRANCE - A fine new quality pompon cushion 12-15" high and about two foot across. A sturdy flat-topped mound smothered with bright orchid-pink poms that are very frost tolerant. Plants have attractive dark green foliage. Pink Fragrance is sure to be a favorite with your customers too. 1.40 12.00

1962 INTRODUCTIONS IN MODERN MUMS

Becker Nursery 1962 Introductions

heavy rooted cuttings

Per 10 Per 100

RED MASQUERADE - A much improved version of the popular variety MASQUERADE in new dress having a much hardier, stronger root system Buds are a rich plum red, stiff textured button-pon cover "king-sizes" mounds 12-15" high and up to 36" across. A late September blooming variety which is quite frost tolerant. 1.40 12.00

1962 MODERN MUM INTRODUCTION from FLEMING'S FLOWER FIELDS

DAINTY LASS - Miniature mound 8-10" high and up to 18" across thickly studded with bright orchid-pink firm fully double 1" buttons Blooms from Mid-Sept. on. 1.30 11.00

EARLY SNOWCAP (Markussen) Originating in the mum gardens of Mr. and Mrs. Avah Markussen in Lincoln, Nebr. A shower of white snowballs on strong upright mounds 15-18" high and up to 28" across. Flat white poms with creamy centers borne in clusters for cutting starting to bloom in late August. 1.40 12.00

GOLDEN GLEAM * Bright amber-yellow 3-3½" flowers formed of petals like gleaming rays, quilled petals. A fine source of cut flowers from Sept. 20th on. Strong upright bushy plants. 1.30 11.00

PIXIE GOLD - Myriads of elfin 1½" pixie poms of bright yellow accented with bright coppery eyes. smother sturdy low flat-topped mounds 10-14" high and up to 28" across. A dandy companion to the equally early blooming white miniature mound Sept. Snow Sprite. 1.30 11.00

PRETTY PILLOW - The newest of our own unique series of anemone-flowered cushion mums. Close-knit mounds 12-15" high are bedecked with 1½" blooms in soft tones of apricot, peach-pink with darker pronounced crested or pillow centers. A very frost and freeze tolerant mum blooming from Oct 10th on. Admired by our local florists as a pot plant mum. 1.20 11.00

TWO FINE HARDY IVIES FOR GROUND COVER OR ROCK GARDENS

Heavy rooted cuttings unless otherwise stated. per 10 per 100

IVY- BALTIC STARDUST - A delightful variegated form of baltic ivy. Leaves appear to be delicately dusted with silver and are edged silvery-white. Does fine in shade as a ground cover or as a house plant or for climbing masonry in shade. 1.70 15.00

IVY * BALTIC THORNDALE - A very hardy Ivy suffering very little damage even in rough winters such as we've had the past two years. An ideal subject for shady ground cover or for growing on walls. This ivy has large dark glossy green leaves. 1.20 10.00

ROOTED CUTTINGS OF MODERN MUMS ARE AVAILABLE FROM February 5th on till May 10th . The Rooted Cuttings of all other perennials found in this Trade List are available from March 1st . For your early orders we offer you a 10% discount . If we receive your order with cash two months in advance of your desired delivery date you may deduct 10% from the total .

SPECIAL MONEY-~~SAVING~~ COLLECTIONS OF MODERN MUMS

MODERN CUSHION MUM Collection #1 - A Collection of Fine New Cushion Mums . 25 rooted cuttings of each of the following : Fire Ball '63 , Space -Man , Dainty Lass , Powder River , and Pixie Gold .
A \$15.25 VALUE FOR ONLY \$13.35

MODERN CUSHION MUM Collection #2. - A collection of National Favorites in cushions . 25 Each of the following varieties : Chestnut Cushions , Lovely lass , Orange'n' Gold , Ruby Mound , and Gold Pillow .
A \$10.13 Value For Only \$8.75

SPACE AGE MUM Collection # 1 - 25 heavy rooted cuttings of the following : Moon-Flite , Space-Flite , Space-Man , Star-lite , Star-Flite , and Star-Trail .
A \$27.50 Value for Only \$25.00

A Collection of Fine Rock-Garden , Ground-Cover Plants . - 25 heavy rooted cuttings of the following fine perennials : Ajuga Bronze Beauty , , Vinca Minor Miss Jekyll's White , Ajuga Silver Beauty , Helianthemum Jubilee , Dianthus Spotty , and Dianthus Dinah Weller .
A \$13.50 Value for Only \$12.00

A Collection of Fine Miniature Roses - We offer you the following group of, fine free-blooming varieties in 2½" pots : Baby Gold Star , White Fairy , Coralin & Pompon de Paris , .
25 each of the above varieties ; A A \$41.25 Value for only \$39.25
10 each of these all varieties : A \$ \$18.50 Value for Only \$17.00

MORE MONEY SAVING VALUES WILL BE FOUND ON REVERSE OF ORDER BLANK

A SPLENDID NEW GROUND COVER
Vinca Minor Miss Jekyll's White - A very attractive small-leaved and small flowered form of the common " vinca minor " . Small white flowers on neat , glossy foliage , very ground hugging plants . heavy rooted cuttings \$1.00 per 10 \$8.00 per 100

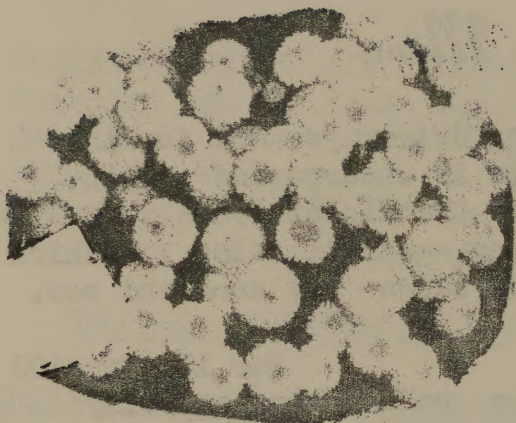
Modern Cushion Mums

For autumn color along foundations ,along driveways and for the front of borders or beds this class of mums is unsurpassed . When planted near the highway they are effective traffic stoppers . Be sure to have plenty of this class both for spring and fall sales . Cushion mums make ideal pot plants for fall impulse sales- try some and see.

Heavy Rooted Cuttings

Per 10 Per 100

<u>CHESTNUT CUSHION</u> (Fleming 1959) Glistening reddish-bronze fully double flowers abundantly displayed on compact 12-15" high plants . Blooms in early September .	0.90	8.50
<u>COPPER 'n' GOLD</u> (Donaldson-Fleming) Close-knit mounds 10-12" high and up to 30" across covered with bright golden yellow flowers with copper centers . Blooms in early Sept.	.85	7.00
<u>FUCHSIA FAIRY</u> (Herr) Cute 12-15" high mounds of 1" blooms in sp sparkling fuchsia , very freeze tolerant-Oct. 1st on.	.85	7.00
<u>LOVELY IASS</u> (Fleming '57) Double orchid-lavender blooms on symmetrical 12-15" plants . A pastel favorite .	.85	7.00
<u>MAPIE MANTIE</u> (Fleming 1960) An outstanding early blooming apricot-bronze cushion . Dense low mounds covered with warm autumn-toned 2½-3" flowers .	.90	8.50
<u>ORANGE 'n' GOLD</u> (Fleming 1958) Neat compact plants 12-14" high loaded with bright orange blooms with gold reverse . Blooms from Sept. 15th on .	.90	8.00
<u>POWDER RIVER</u> (U.S.B.A. 1961) The best pure white cushion to date. An outstanding favorite with our customers last fall . A solid storm-proof dense cushion with firm fully double 2" blooms of glistening glacial white . Starts blooming from Sept. 15th on and carrying on well into the mum season .	1.00	9.00
<u>RED HEART</u> (Lehman 1961) A new ruby red cushion that is even more popular than <u>Ruby Mound</u> . Flowers are larger and more double and <u>Red Heart</u> blooms earlier than <u>Ruby Mound</u> .	1.10	10.00
<u>RUBESCENT CUSHION</u> (Fleming 1959) A ruby red carnation-flowered cushion . Extra low mounds 10-12" high and up to 30" wide are smothered with lively bright red, frost tolerant blooms.	1.00	9.00
<u>RUBY MOUND</u> (Lehman 1960) Top favorite red cushion . Fully double deep truly ruby red blooms completely cover sturdy 12-16" high mounds . Early - unfading over long season .	1.00	9.00
<u>SPET. SNOW SPRITE</u> (Fleming 1961) Myriads of elfin snowballs bedeck sturdy mounds 10-14" high and up to 30" across true mound cushion plants smothered with long lasting perky 1½-2" white pompons with creamy yellow centers make <u>Sept. SnowSprite</u> an dandy border or pot plant subject . Blooming in early Sept . A cross country favorite this past fall .	1.00	9.00



SEPTEMBER SNOW SPRITE
(Fleming '62)

An early blooming
white pom cushion.
Plants 10-14" high and
up to 30" across.

MORE MODERN CUSHION MUMS

	Per	Per
	Heavy Rooted Cuttings	10 100
<u>SOME PUMPKINS</u> (Fleming 1959) Sparkling golden, pumpkin-orange flowers which have the interesting property of incurve to give the appearance of miniature "football mums". A very early blooming mound 10-14 " high.	\$.90	# 8.00
<u>Tiny Rubies</u> (Fleming 1957) Hundreds of glowing 1" red daisies with glistening golden centers cover globular plants 10-12" high and up to 30" across. Resembles a cineraria.	.90	7.75
<u>WEE WILLIE</u> (Dunham) Compact plants blanketed with pure white flowers from Mid-Sept. onward.	.90	8.00

NOVELTIES IN MODERN CUSHION MUMS

Anemone flowered cushion mums

<u>GOLD PILLOW</u> (Fleming 1959) The second in our series of anemone-flowered cushions. Symmetrical 15" mounds loaded with yellow semi-double blooms with darker yellow crested anemone centers. Oct. 1st on.	.90	8.00
<u>Fuchsia Pillow</u> (Fleming 1961) Rosy- fuchsia flowers with crested centers cover plants 10-14" high and 30" across. Blooms from Oct. 10th, Very freeze tolerant.	1.20	11.00
<u>PRETTY PILLOW</u> (Fleming 1962) Close-knit mounds 10-12" high are bedecked with 1½" blooms in soft of apricot and peach-pink with darker crested or pillow centers. Makes an excellent florist pot plant or patio pot.	1.20	11.00
<u>PRIMROSE ANEMONE</u> (Bristol.) 1963 Sturdy mounds 10-14" high up to 28" wide are covered with attractive two toned anemone 2-2½" light primrose yellow blooms with distinctive crested centers in deeper yellow. blooms from early Sept. on, a real favorite with mum fans last fall.	1.70	15.00

NOVELTIES IN MODERN CUSHION MUMS

Spoon-~~y~~ flowered modern cushion mums

Heavy Rooted Cuttings

Per 10 Per 100

COPPER CARROUSSEL (Fleming 1963) A sturdy mound 10-14" high up to 28" across covered with bright copper 2½-3" flowers . As the double flowers age petals reveal they are tubular with spoon tips . Copper color holds well into the season from early Sept on . 1.60 15.00

DOLLIETTE - Sturdy flat-topped mounds 12-15" high up to 24" across are evenly covered with perfectly formed spoon mums . Nicely shaped 2-2½" spoon mums of tawny-yellow tubes tipped with copper-red spoons . Blooms late Sept. on - very frost tolerant . 1.00 9.00

GRETEL (Bristol 1962) Perfect solid mound of bloom 12-15" high and 20" across of sparkling chestnut-gold , semi-double spoon blossoms 2-2½" across . Begins blooming in Early Sept. on . 1.20 10.50

JIMMIE SPOON - Sturdy king-sized cushion 12-16" high up to 28" across are evenly covered with nicely shaped 2½-3" airy spoon flowers of silvery pink tubes tipped with rosy-fuchsia . Blooms late Sept. on - very frost tolerant . 1.00 9.00

MOONLIGHT SPOON (Bristol 1960) Perfectly shaped 3-4" tubular pettaled , spoon-tipped daisies in a clear primrose yellow . Nicely spaced plants 12-15" high , 20" across are fine for border or a pot plant . Mid Sept . 1.10 9.00

SPACE-MAN (Uin of Nebr. 1962) A "king-sized " cushion 15" high and 24" wide . Novel 3" bronze-red fully double quill blooms make solid mounds of color from early Sept on thru hard freezes . 1.50 13.00

WHIMSICAL CUSHION (Fleming) Perfectly formed cushions 10-12" high covered with blooms of buff yellow overlaid with light rust-red . Petals are tubular with spoon tips - Sept 20th on . .95 8.00

Double Decoratives

BLUE SKIES (U.S.D.A. Jap. import by Dr. Creech) This variety as translated from the Japanese name , is NOT BLUE . Strong stems of rich royal purple 3" incurves . Terminal clusters of blooms give the impression of a large bloom , mid Sept. on . 1.10 10.00

BONNIE LASS (Fleming 1960) Stiff textured fully double decoratives of bright rose-lavender are borne in clusters on long stems . An excellent early blooming cut flower . 1.00 9.00

BRIGHT SONG (Griffith - Fleming 1961) An outstanding early Sept. blooming cut flower variety . Fully double 3½-4½" bright primrose yellow blooms are borne singly on strong stems . This sport of Reverence originated in the mum gardens of Mr. and Mrs. L.G. Griffith in Omaha, Nebraska . 1.00 9.00

CORTIS RICE (Lehman 1960) An outstanding cut flower variety 5" across fully double decorative in buttercup yellow turning honey-bronze . Plants 30" high , bloom Sept 20th on . 1.00 9.00

MORE FINE DOUBLE DECORATIVE MUMS

	Heavy Rooted Cuttings	per 10	per 100
<u>GEORGE LUXTON</u> (Lehman) Strong upright plants bearing many stems for cutting in beautiful stiff textured blooms in a soft bronze hue . Abundance of bloom from mid Sept .		.85	7.00
<u>PAGEANTRY</u> (Fleming 1961) A striking new sport of the ever popular <u>Purple Waters</u> . A ruggedly erect early cut flower variety loaded with gorgeous rich unfading wine-red flowers .		1.00	9.00
<u>PINK LADY</u> (Lehman 1961) Stately upright plants bear many strong stems of 4" fully double flowers in a true pink . A fine mid season cut flower , blooming two weeks earlier than <u>Betty</u>		1.00	9.00
<u>PRAIRIE SUNSHINE</u> (Nebr. Uni) Large fully double 3-4" bright sunshine yellow blooms are often borne singly on stiff stems . Excellent dependably early cut flower , from late August on .		.85	7.00
<u>SPARKLING</u> (Bristol) A real glowing compact beauty loaded with 3" radiant rose, geranium-pink blooms . Strong mound-like plants 22" high - blooming from late Sept on .		1.00	8.50
<u>VIRGIN ELEGANCE</u> (U.S.D.A. - Japanese import) Another import by Dr. Creech . A strong upright attractive plant with strong stems of 2-3" double incurves . Flowers incurve strongly into balls with age . One of the purest white decoratives for early Sept . Like <u>Blue Skies</u> the clusters of bloom resemble one large bloom, Plants are helped by staking in heavy weather .			

FLEMING'S FLOWER FIELDS PROUDLY PRESENT



" MODERN MUMS and HARDY PERENNIALS"
in glowing Ektachrome .

Nurserymen and florists are often called upon to present a program at garden clubs and other groups . We have several sets of 100 color 35mm slides on the newest in modern mums , miniature roses, and other perennials . If you would like to use one of these sets for a meeting we will be pleased to book you for one . The only cost to you will be the return postage .

PAGEANTRY (Fleming 1961)

Please notify us well in advance
of your meeting if possible

MODERN PERENNIALS

UNLESS OTHERWISE STATED PRICES ARE FOR HEAVY ROOTED CUTTINGS

PER 10 Per 100

ACHILLEA PTARMICA ANGEL'S BREATH - AN improved "Pearl" achillea.

Clusters of double white flowers. Excellent for cutting.

\$.85 \$ 7.00

Ajuga (Bugle) Attractive rapid growing ground cover plants which do well almost everywhere.

Bronze Beauty- Bronze-purple foliage mats, short spikes of dark blue flowers. 1.10 9.00

PINK SPIRES -- Bright green foliage mounds with spikes of bright pink flowers. A rarely offered variety. 1.35 12.00

SILVER BEAUTY- Ground-hugging mats of attractively variegated green and white foliage. Spikes of blue flowers 1.20 10.00

ANEMONE JAPONICA - An aristocrat among fall flowering plants. Heavy sprays of flowers in early September.

MARGARETE - Very large double of a lovely silvery-rose pink on stems 3-4ft. high. LIMITED QUANTITY - 1.70 15.00

RUBRA - A rare bright red semi-double to double. 1.35 12.00

ARTEMISIA DISCOLOR Shrubby 10-18" plants with attractive feathery silvery foliage. Nice in garden and in floral arrangements. 1.20 10.00

ARTEMISIA SILVER MOUND - Attractive dome-shaped plants of silvery-grey 4-6" high and 18" across. .85 7.00

Hardy Asters for Early Autumn Bloom

HARDY ASTERS - LARGE FLOWERED SORTS. For late summer and fall color these hardy asters are peerless.

EVENTIDE - Numerous sprays of semi-double dark blue flowers on 24-30" plants. 0.85 7.00

MEIBOURNE EARLY RED - Bright currant red flowers on bushy 24" plants 1.00 8.00

Patricia Ballard - (New) Large fluffy double of a bright lavender-pink. 30-36" high - - LIMITED SUPPLY 1.35 12.00

WHITE WINGS - Showy semi-double pure white flowers on husky 30-36" plants. 1.20 10.00

HARDY ASTERS* - DWARF SORTS. Cute cushion like plants loaded with blooms during late summer and early fall

MARJORIE * Extremely low plants - bright pink flowers 1.00 8.00

PINK BOUQUET - Masses of clear pink flowers on compact 8-10" mound-like plants 1.10 9.00

MORE MODERN PERENNIALS

HARDY ASTERS

Rooted Cuttings per 10 -- 100

ROMANY - Compact carpet -like plants 6-10" high densely covered with rich roman purple flowers . \$ 1.35 \$12.00

Rose Serenade Erigeron like bright rose pink flowers with bright yellow centers - on compact 12" plants. 1.10 9.00

Snowball - Plants 8-10" high 12-15" wide smothered with sparkling white flowers. 1.00 8.00

White Fairy- Starry bluish white flowers on upright bushy 12" plants. 1.00 8.00

CARYOPTERIS (BLUE SPIREA) These are among the most useful of the shrubby plants for they are fall flowering and provide much needed blue flowers which are uncommon at that time.

BLUE KNOLL(Fleming, 1962) - An extremely hardy, low growing new variety with darker flowers than the common " Blue Mist" sort and with short bushy plants, 30# high. We are sure that this fine newcomer will do well for you and your customers. 1.30 11.00

DARK KNIGHT - (Bentley) Attractive plants of upright plant habit, dark green foliage and dark bright blue flowers. The darkest-hued of the "Blue Spireas. It is especially recommended as a most attractive hedge plant and as a cut flower. 1.20 10.00

DIANTHUS (PINKS) Pinks are too well known and appreciated to require a lengthy discussing of thier worth.

CHEYENNE (NEW U.S.D.A.) A SUPERB FREE FLOWERING CARNATION.

Fully double 2-2½" deep fuchsia-purple flowers on stiffly erect 8-10" stems . Quantity Limited . \$1.35 12.

CORAL CHARM (fleming 1963) Beautiful large double bright salmon carnation on strong 10" stems . 1.70 15.00

MRS. DINAH WELLER - Attractive grey green 2-4" foliage mounds studded with short stemmed large single pink flowers with rose red centers . 0.85 7.00

PINKETTE (Fleming) Three inch mounds of blue-green foliage with myriads of 1-1½" flowers of a soft pink with red centers. Petals are broad and waved . 1.20 10.00

PINK PIXIE (Fleming 1961) Compact plants 3" high and up to 9" across are loaded with double bright pink flowers from May until fall . One of the best everblooming rock garden or edging plant . A sell out in 1961 and again in 1962.

Pink Pixie is very winter hardy here . 1.35 12.00

SPOTTY (Fleming 1962) Cute 2" mounds of blue-grey foliage liberally sprinkled with distinctively colored flowers . The blooms are a glowing rosy-purple and are edged and spotted with silvery white . There are two large white spots and a sprinkling of smaller spots on each petal . 1.35 12.00

MORE MODERN PERENNIALS

unless otherwise stated - heavy rooted cuttings per 10 per 100
Dianthus SWEETHEART (Fleming 1963) Compact plants 4" high and
 up to 12" across with double bright rose blooms with red eyes
 borne in profusion on stiff 6" stems . 1.70 15.00

Dianthus TINKERBELL (Fleming 1963) A new dwarf , everblooming
 pink . Tufty 2-3" mounds with myriads of double bright rose
 pink flowers . 1.50 13.00

GALLIARDIA MANDARIN (new) Large bright orange red daisies . the
 petal tips of which are of a lighter hue . 1.35 12.00

HELENIUM COPPER SPRAY (New) Bushy 28-36" plants covered with
 1½" daisies of a rich reddish-bronze with copper reverse . One
 of the showiest late summer-bloomers . 1.20 10.00

HELIANTHEMUM JUBILEE (New) An attractive new " Rock Rose " .
 Graceful miniature evergreen shrubby plants with numerous single
 bright orange flowers . An excellent evergreen mound for rock
 garden or front of the border . 1.00 8.00

IBERIS ALEXANDER'S EARLY - Compact plants 4-6" high with evergreen f
 foliage covered with white flowers in the spring . An earlier
 bloomer than other sorts , very winter hardy here . .85 7.00

IBERIS SNOW MANTLE (new , Bentley) A much improved form of
Purity . Sturdy mounds of evergreen foliage with heads of large
 pure white flowers during the spring . A much stronger , hardier
 variety than other large flowered " Candy Tufts " 1.00 9.00

LYTHRUM PINK SPIRE (Fleming 1962) The best pink Lythrum to date .
 The flowers and flower spikes are comparable in size to those
 of Morden Glean , and are similar in color to those of the
 variety Morden Pink . 1.20 10.00

Pentstemon Henry Hybrids
 (Viehmeyer '62) pictured below



Lythrum Robert - A dandy dwarf
 form. Spikes of clear fuchsia -
 pink flowers with reddish glow
 on plants 18" high . .85 7.00

Oenothera Rosea - Many sprays
 of soft pink flowers arise from
 compact leafy rosettes . Plants
 in bloom are 8-10" high . Rapid
 spreading ground cover .85 7.00

PENTSTEMON HENRY HYBRIDS (1962
 Viehmeyer) The latest of the
 new hybrid Pentstemons created
 by Glenn Viehmeyer of the Uni.
 of Nebraska . Strong spikes of
 large bell-shaped flowers in
 shades of purple, lav., rose and
 pink borne over glossy basal
 foliage mats . \$1.40 13.00

MORE

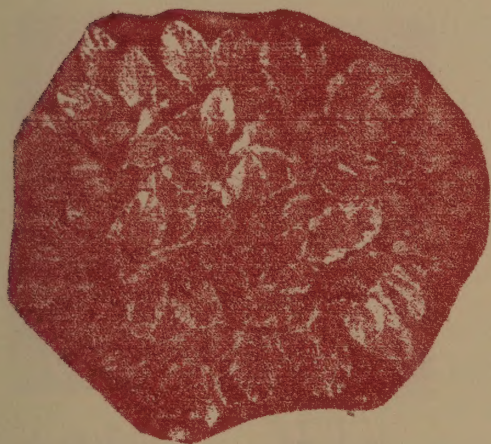
MODERN

PERENNIALS

- unless otherwise stated heavy rooted cuttings per 10 per 100
- PHLOX DODO HAMBURY FORBES - Extremely large trusses of bright rose flowers with darker eyes . One of the outstanding new Symons-Jeune varieties . 1.40 13.00
- PHLOX ORANGE (new) A truly outstanding sort . Blazing orange-scarlet flowers . One of the brightest hued phlox we have seen . 1.30 12.00
- RUTA BLUE MOUND - One of the best foliage plants we have grown . Attractive mound-like 18" plants with beautiful blue-green foliage . Tolerates hot sunny locations well . 1.00 9.00
- SALVIA LUBECA - ("purple spires ") Numerous spikes of rich blue-purple flowers borne on 18-24" plants throughout the spring and summer months . 1.30 11.00
- SALVIA OSTFRIESLAND - Another newcomer from Europe . Masses of bright purple flowers arise from basal rosettes of leaves . Plants in bloom are 15-18" high . 1.35 12.00
- SALVIA GOLDEN VARIEGATED SAGE - A most attractive low bushy plant (10-12" high) with fragrant green , and yellow variegated foliage . Fine for hot sunny locations . 1.10 9.50
- SALVIA TRICOLOR - Another strikingly different sage , this one with foliage which is mottled with green , purple-red and white , well drained soil , sunny spot . 1.00 8.50
- SANTOLINA INCANA - Silver-grey hedge-like plants 12-15" high with aromatic foliage . Excellent for low hedges , borders or as a ground cover for hot & dry locations . 1.00 8.50
- SANTOLINA VIRIDIS - An attractive shrubby plant with fine bright green foliage . Splendid as a ground cover or edging plant . Because of its resemblance to a dwarf evergreen we found it to be useful as dwarf " Xmas trees " when potted and brought into the house in December . .85 7.00
- SEDUM MAXIMUM ATROPURPUREUM - ("mahogany plant ") Upright plants 20-28" high with large mahogany-red foliage overcast with purple tones . Large creamy rose flower heads . 0.95 8.50
- SEDUM SPECTABILE INDIAN CHIEF - (also listed as Autumn Joy) Compact erect plant 10-18" plants with large umbels of rose flowers which change to a glowing copper-red during cool weather . 1.10 9.50
- TEUCRIUM CANADENSE - A rare ground-hugging Teucrium . Low evergreen foliage mats . 0.85 7.00
- TEUCRIUM CHAMAEDRYS - Shrubby plants with small dark green waxy foliage which serves nicely as a dwarf hedge in locations where Boxwood is not hardy . 0.85 7.00
- VERONICA PINK SPIRES - (New , Bristol) Long spikes of lovely pink during the summer months . 1.10 9.00
- VERONICA SAPPHIRE - (Holophylla) The best dark blue variety . Rich blue-purple flower spikes , dark glossy foliage 1.10 9.00

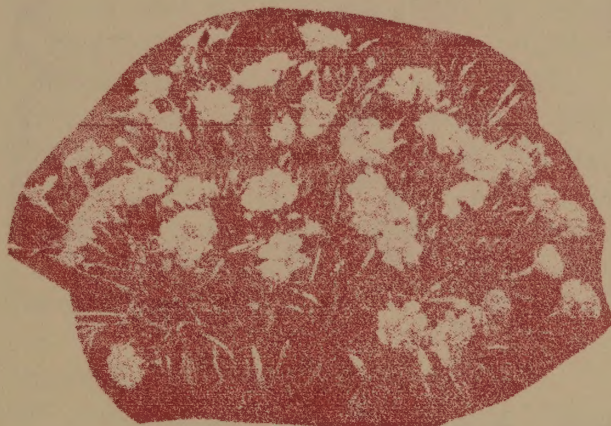
colorful accents for your garden

NEW and UNUSUAL PERENNIALS



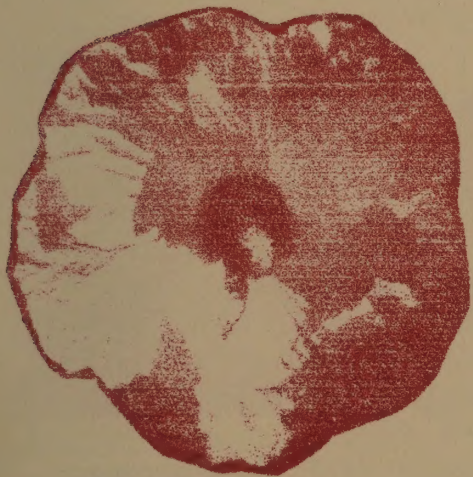
Ajuga SILVER BEAUTY

A fine ground cover for
either sun or shade .



A new pink - Dianthus Sweetheart

A Fleming 1963 Introduction



A Fleming Hardy Hibiscus
BRIGHT EYE - 7-10" across



Caryopteris BLUE KNOLL

A Fleming (1962) dwarf dark
blue bushy variety 24-30" high.

CHRYSANTHEMUMS

Steal the Show with

New

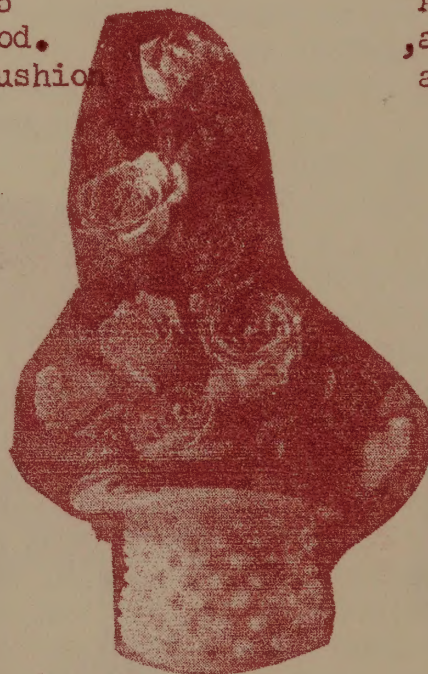
ANEMONES



A new , novel cushion mum
PRIMROSE ANEMONE - 1963
 Bristol Nurseries Introd.
 Primrose Yel. Anemone cushion

WINSOME (Fleming 1963)
 An attractive novelty
 , a 3-3½" orchid ,lav.
 anemone for cutting .

Newest
**MINIATURE
 ROSES**



POLKA DOT-

ELEANOR-

CRICRI—New,

don't put it off...

try Miniatures this season

MINIATURE ROSES



Exquisite replicas in miniature of Hybrid Tea Roses and just as hardy, on their own roots, are these little charmers, the miniature roses. The miniature roses, their bushes permanently tiny, growing into 6-12" high bushlets make novel impulse items when potted in bud and bloom for Florists, Nurseries Garden Centers etc.

We are happy to be able to offer a much larger selection of the finest and newest varieties as 2½-3" potted plants in bud and bloom from mid Dec. on thru spring. We will also have available a limited supply of larger potted plants in bud and bloom later this winter.

SIX FINE NEW 1961-62 Introductions from RALPH MOORE

IN BUD PLANTED IN 2½" poly pots		per 10	per 100
<u>Baby Ophellia</u> (1962-Pat.R.R)	Attractive double soft pink and gold roses, fragrant blooms, nice bushy plants .	\$6.25	\$60.00
<u>Easter Morning</u> (1961- P.A.F.)	The best white miniature to date . new very double ivory white heavy 1½" fragrant blooms . Compact bushy plants 12-14 " high .	\$6.25	\$60.00
<u>Eleanor</u> (1961- P.A.F.)	An outstanding variety with buds shaped like hybrid teas in miniature . Double roses in a delightful new shade , coral-pink .	\$6.25	\$60.00
<u>Little Flirt</u> (1961- Pat.R.R.)	Brilliantly hued newcomer with buds shaped like hybrid teas in tones resembling <u>Talisman</u> or <u>Love Song</u> . Perfectly formed 1½" roses in vivid shades of red and yellow . Bushy plants 10-12" high .	\$10.00	
<u>Silver Tips</u> (1962 - Pat.R.R.)	Pointed deep pink buds with yellow base . Very double bright pink roses mellow to soft lavender . Petals are often tipped with silver, .	\$6.25	\$60.00
<u>Yellow Bantam</u> (1961)	Cute close-knit compact plants 4-6" high clothed with tiny glossy foliage . Yellow buds open into ¾ " white double roses .	\$5.50	\$50.00

WHITE VARIETIES IN MINIATURE ROSES

<u>Easter Morning</u> (Moore 1961 Pat. R.R.)	- This is the best double creamy white miniature rose we know of .	\$6.25	\$60.00
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WHITE VARIETIES IN MINIATURE ROSES

	potted in 2½" poly pots	Per 10	Per 100
<u>Frosty</u> (Moore Pat. 1412)	An excellent pure white . Fragrant double roses are borne in profusion on nearly thornless neat plants with glossy foliage .	\$6.25	\$60.00
<u>Polka Dot</u> (Moore)	A fine fragrant white miniature . Fully double ivory-white flowers on sturdy 10-12" high bushes.	\$5.25	\$50.00
<u>White Fairy</u> -	A very free blooming variety which is ideal for pot plants . Fully double fragrant roses are freely borne in clusters . Bushes grow to 12-14" high .	\$4.00	\$35.00

PINK VARIETIES IN MINIATURE ROSES

<u>Baby Ophellia</u> (Moore 1962 P.R.R.)	- Soft pink and gold double fragrant roses - nice bushy plants .	\$6.25	\$60.00
<u>Cutie</u> (Moore Pat. 1302)	Compact plants 6-9" high covered continuously with clear pink buds and blooms . An excellent winter pot plant .	\$4.00	\$35.00
<u>Eleanor</u> (Moore Pat. R.R.)	Db1 . Coral-pink .	\$6.25	\$60.00
<u>Pink Midget</u> -	A free flowering double pink .	\$4.25	\$40.00
<u>Pompon de Paris</u> -	A parade of double bright pink roses on bushy 10-12" high plants , spring thru fall .	\$4.00	\$35.00
<u>Rosata</u> -	Double fragrant pink buds opening with a touch of salmon. A delightfully fragrant free-blooming variety.	\$4.00	\$35.00
<u>Silver Tips</u> (Moore 1962- Pat.R.R.)	Deep pink roses often tipped with silver , neat bushes .	\$6.25	\$60.00

YELLOW VARIETIES IN MINIATURE ROSES

<u>Baby Gold Star</u> (Conard-Pyle)	- Buds of golden yellow open into fully double rich fragrant buttercup -yellow.	\$4.50	\$40.00
<u>Jackie</u> - (MOORE)	Attractive 12" high bushes with perfectly formed fully double hybrid tea type buds of soft creamy-yellow . Pleasingly fragrant very double 1½" roses .	\$5.00	
<u>Presumida</u> -	A rich blend of bright orange , salmon-pink and gold , as in Talisman roses . Fragrant , fully double .	\$4.50	
<u>Yellow Bantam</u> (Moore , 1961)	Very dense - compact bush loaded with ¾" yellow buds, opening double white .	\$5.50	\$50.00

RED VARIETIES IN MINIATURE ROSES

<u>CORALIN</u> (will also be found listed in some lists as <u>Caroline</u>)	An exciting new color in a miniature , a glowing salmon-orange . Perfectly formed fully double hybrid tea type buds open slowly. Blooms freely all season on strong 10-12" high bushes . Pictured on the next page .	\$6.00	\$55.00
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RED VARIETIES IN MINIATURE ROSES (cont.)

2½" poly pot plants per 10 per 100

Cri-Cri (new import) A recent import in rich shrimp-pink . Sturdy plants 10-14" high . Firm fully double buds open slowly into 1½" long lasting blooms . \$6.00

Dian - (Moore Pat. 1808) - A very free blooming bush bearing myriads of fragrant fully double lt. red roses . \$6.25 \$60.00

Grenadine - An outstanding fully double , nicely shaped flower of a rich velvety dark crimson . Plant form similiar to Baby Gold Star , growing 10-14" high . \$6.00

Juliette - A plant 12-14" high always full of double cardinal-red roses . The very fragrant flowers are larger than on most miniature roses . \$4.00 \$35.00

Little Buckaroo (Moore Pat. 1726) - Neat glossy foliaged bushes 10-12" high , frga. double velvety red roses . \$6.25 \$60.00

Lollipop (Moore Pa. 2080) - Glossy foliaged med . high bushes One of the best real red miniatures . \$6.25 \$60.00

CLIMBING MINIATURE ROSES

Climbing Miniature Roses make attractive novelties trained on small trellis or fence in a sunny spot . They are very hardy , bloom freely during spring thru fall - growing to 3-5 fot high .

Magic Wand - A very hardy variety - double lt. red roses . \$5./ 10

Climbing Jackie - (Moore) A strong climber with attractive foliage Roses are a perfect duplicate in coloring , fragrance , doubleness , and size to Jackie . \$5.50 \$50.00

Orange Elf - (Moore) A hardy vigorous grower - attractive foliage , beautiful orange buds everblooming . \$5.50 \$50.00

Miniature Rose varieties we recommend as ideal house pot plants - have fine compact habit and are free blooming : Baby Ophellia , Silver Tips , Yellow Bantam , Frosty , White Fairy , Cutie , Perle de Alacacnada (red) and Pompon de Paris .

Taller varieties with HIGH QUALITY , showy blooms : Easter Morning Eleanor , Little Flirt , Jackie , and Presumida .

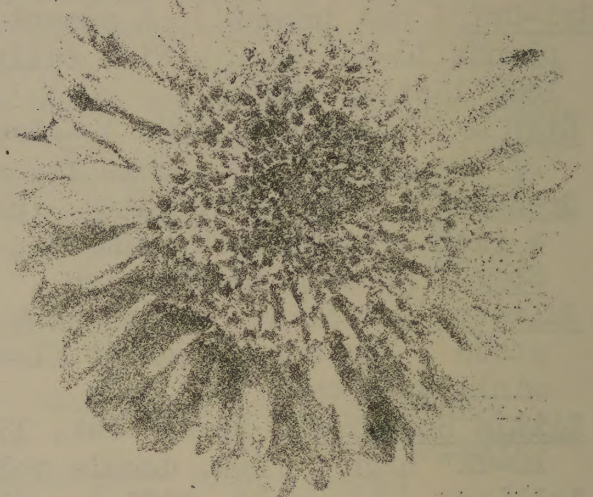


Miniature Rose Coraline

atstanding in salmon-orange tone .

mum PRETTY PILLOW (Fleming 1962)

Newest of our "anemone-flowered" cushion mums . Dense mounds 10-12" high bedecked with soft toned apricot , peach-pink blooms with darker crested centers .



TERMS OF SALE

1. Cash with orders please - unless credit arrangements are made prior to shipment . No C.O.D. orders , please .
2. EARLY ORDERS - Orders for cuttings accompanied by cash which allow us two months in which to make delivery are subject to a 10% discount , . For example if cuttings are required by March 15th and the order reaches us by Jan. 15th you may deduct 10% from the total amount . This does not apply to field plants .
3. Minimum Quantity - 10 of a variety - 25 take the 100 rate .
4. Minimum Order - \$4.00
5. Shipments made by Express F.O.B. Lincoln, Nebr. unless otherwise stipulated . We recommend parcel post special handling for small orders because of the high minimum express charge . We are also using Bus Express where desired . We have found BUS EXPRESS shipments are faster and cheaper than other express services , Please make additional remittance for postage , any excess will be refunded immediately after shipment is made .
6. Our responsibility ends with delivery of plants in good order to forwarding agency . In the event, however, of poor shipment , please notify us at once and file report with delivering agency.

GUARANTEE of TRUENESS of VARIETIES

1. We guarantee that all plants in this trade list are true to name. Should there be a wrong variety shipped to you , upon word from we will either replace these plants with the proper variety or refund in the amount paid by you for this variety .

Large-Flowered

Super Hardy Hibiscus

This new group of super-hardy large flowered Hibiscus is the result of an ambitious breeding program carried on in our gardens . The flowers are much larger than the commonly offered sorts , being 7-10" across and the petals are broad , ruffled and over-lapping.

Propagation of these charmers has been a slow process, thus at present we offer them as named colored series . These colored series are produced by propagating several choice selected clones of each color . This procedure makes possible more rapid increase of the choice sorts at a reasonable price .

The heavy $2\frac{1}{4}$ " banded plants offered are ideal for spring sales through mail order . They also may be planted in larger containers for local sales in the spring . Growth is rapid hence they will develop into blooming sized plants in the field or in containers by mid-summer .

The following varieties will be available as $2\frac{1}{4}$ " banded plants from March 1st on .

BIG RED - Huge velvety crimson red flowers measuring up to 10" across - petals are often attractively ruffled .

BRIGHT EYES - Large glistening white flowers with striking crimson red eyes . Flowers are bowl shaped and stiff textured .



Hibiscus BRIGHT EYES

FLEMING'S LARGE FLOWERED SUPER HARDY HIBISCUS

CRIMSON GLORY - The first of our new unique series of cut leaf varieties . Plants are red stemmed and leaves are small and attractively cut to resemble oak or maple leaves. Blooms are 6-8" across , bowl shaped, of rich crimson color. Plants are shorter and more slender than many varieties.

LOVELINESS - Large shallow bowl shaped blooms of soft silvery lavender pink with no dark eyes. A favorite with the ladies.

PEPPERMINT STICK - Huge flowers of white overlaid with soft pink edging and dark red eyes. The pink edging is more pronounced on cooler days . Petals are often ruffled .

PINK PERFECTION - Our best truly pink variety . Large 7-9" stiff textured shallow bowl shaped blooms of a rich true pink with deep red eyes .

SNOWBOWL - Large pure white blooms with no contrasting eyes. This is a rarely offered form as most white hardy hibiscus have red eyes. Flowers are saucer shaped and stiff textured.

These hardy hibiscus varieties will be available from March 1st on. as heavy 2½" banded plants .

	Per 10	Per 100
<u>BRIGHT EYES</u> , <u>PEPPERMINT STICK</u> , and <u>SNOW BOWL</u>	\$3.00	\$25.00
<u>LOVELINESS</u>	\$3.25	\$27.50
<u>BIG RED</u> and <u>CRIMSON GLORY</u>	\$3.50	\$30.00

From our breeding program we have made a number of exciting selections for further test and introduction in the near future. These selections include a range of colors from pure snow white through blush , pinks , cerise , roses, scarlet, watermelon and raspberry tones in the UNIQUE CUT LEAF SERIES .

We also have a start toward a fine break in colors for hardy hibiscus in the yellow tones . We have a number of light primrose, old cream , very light yellow and bi-colors of light cream and pink tones . From these , with fingers crossed we hope to produce a series of colors found in the tropical varieties of salmons, shrimps, corals, golds , orange etc.

FLEMING'S FLOWER FIELDS

3100 Leighton Ave.

Lincoln 3, Nebraska

MINIATURE
ROSES



Modern Mums

Perennials

ORDER BLANK

OUR NO.

DATE
YOUR NO.

FIRM NAME

ADDRESS

CITY & STATE

TERMS

DATE of SHIPMENT

MODE OF SHIPMENT

Quantity	Variety	Grade	Price	Amount
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MORE MONEY SAVING COLLECTIONS

A Special Collection of Modern Cushion Mums - 25 R.C. each of 4 fine varieties in cushion mums . A fine selection of 4 colors in popular varieties - each carefully labelled .

A Value of \$8.50 For only \$6.50

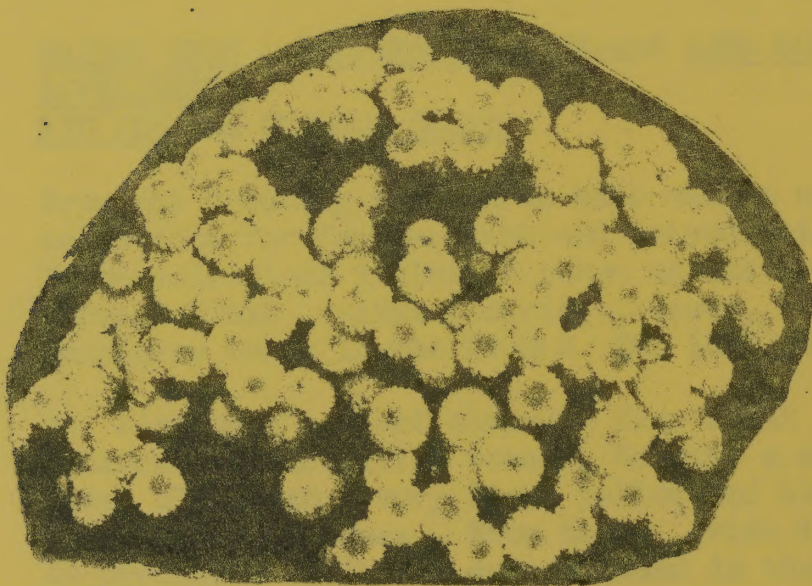
A Special Collection of Five Fine Early Blooming cut flower Modern Mums . A fine selection of dependably early blooming mums that are fine for cutting . 25 R.C. each of these five varieties carefully labelled .

A Value of up to \$11.00 For only \$8.50

A Collection of Perennials For Colorful Summer Borders . 25 R.C. each of the following perennials : Buddleia Empire , Helenium Butterpat , Monarda Adam , Sedum Indian Chief , Veronica Icicle .

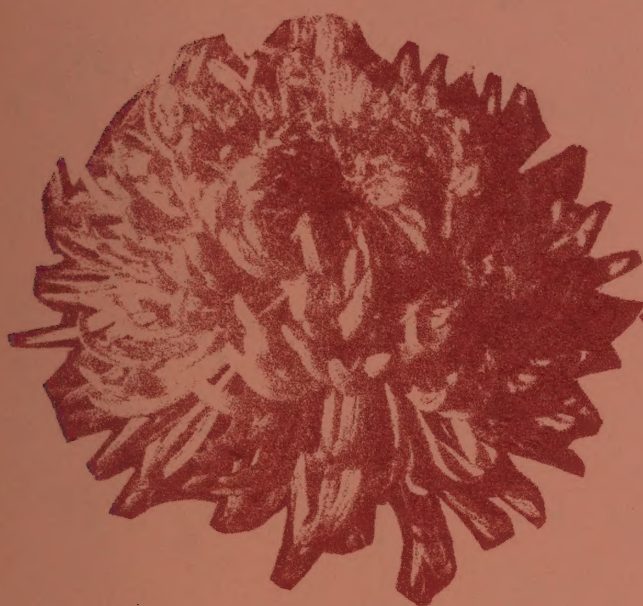
A \$12.40 value for only \$11.00

Perfect Low Border



The Cushion Mums make ideal color low borders in full sun . Be sure you have enough for both spring sales and for fall sales as blooming pot plants for house patios and gardens of your customers .

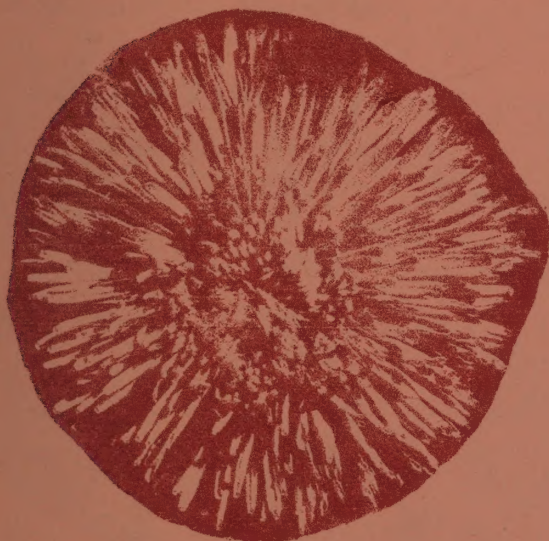
NEW - SPACE AGE MUMS



STAR TRAIL (Neb. Uni. 1962)
an early hardy bright yellow
spider 5-6" across !!



STAR-LITE (Neb. Uni. 1962)
an early cream-white quill .



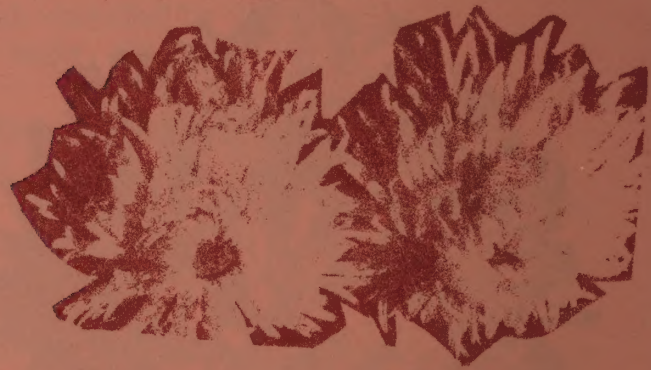
SPACE-FLITE (Neb. Uni. 1963)
apricot-amber quill-spider
5-7" across .



MOON-FLITE (Neb. Uni. 1963)
a cream, lt. yellow quill .

Unique! Different!

FLEMING'S FLOWER FIELDS
 Featuring the University of Nebraska Mums
 3100 Leighton Ave. — Lincoln, Nebraska



Perennial Pleasures

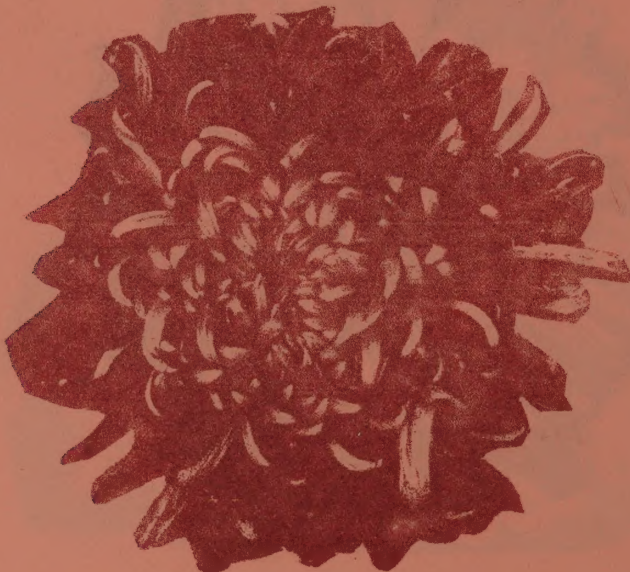
Modern Mums

BULK RATE

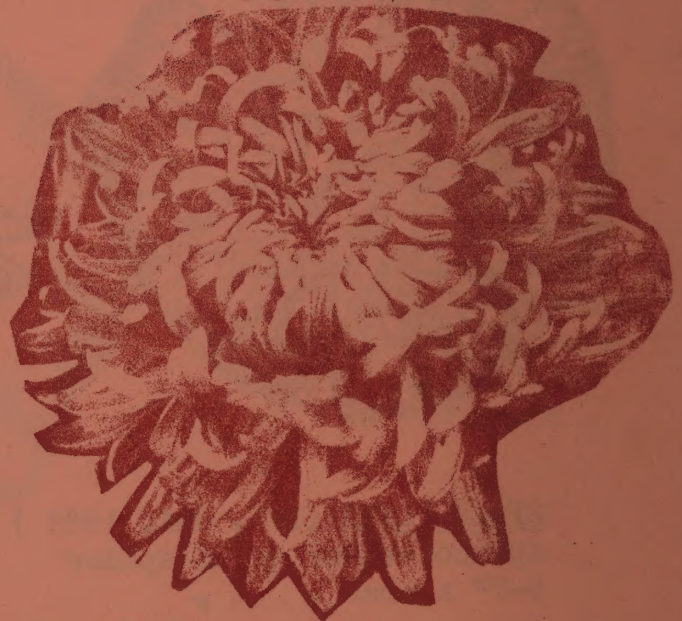
Announcing the NEW

UNIVERSITY OF NEBRASKA

FOOTBALL MUMS



STADIUM QUEEN (Viehmaeyer '63)
 Huge 5-7" red and gold incurve.



QUARTERBACK (Viehmeyer 1963)